


DTX 1341
(USPS-ADS-0000104815)
(Excerpt)
(Redacted)

 : All redactions proposed by
the United States

 : Additional information
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objections of third parties

WORKLOAD REVIEW



UNEXPECTED WORKLOAD IMPACT

FY22

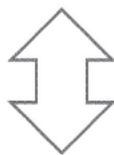
- USPS Connect rollout locally in Texas
 - Local plans (e.g. Kansas City, Northern NJ) canceled
- Connect rollout market by market
 - Unexpected for Yr 9 but written into Year 2.1 SOW
- Evolving direction for Spring campaign
 - December incremental budget confirmation
 - [REDACTED]
- Delayed creative launches for [REDACTED]
 - [REDACTED] delays and unit mix conversions
 - [REDACTED] delays
 - Asset delays led to cancelation of [REDACTED]
 - [REDACTED] pushes resulted in some PSA inventory
- [REDACTED]
- Recruitment (multi-media plan)
 - New for FY22; written into SOW for FY23 hiring
- SEO audit of ecommerce platforms

FY23

- Split National TV buy
 - AMJ purchase as addition to upfront
 - JAS TBD

YEAR 10 MIDYEAR CHECK

- Equity Campaigns (2 + 1)
 - Holiday
 - Returns Ready
 - Well Orchestrated will be planned separately
- National Corporate Priority Campaigns (2 – 1)
 - Recruitment underway
 - Vote by Mail not required



- National Product Rollout
 - Connect – Complete

- Reporting projection

- Lead Gen

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Current

Campaign Name	Length of campaign	Digital Reporting (A)			Additional elements	
		Frequency	Amount	Assisted Conversions (B)	KPI Projections	

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MEDIA CALL-OUTS



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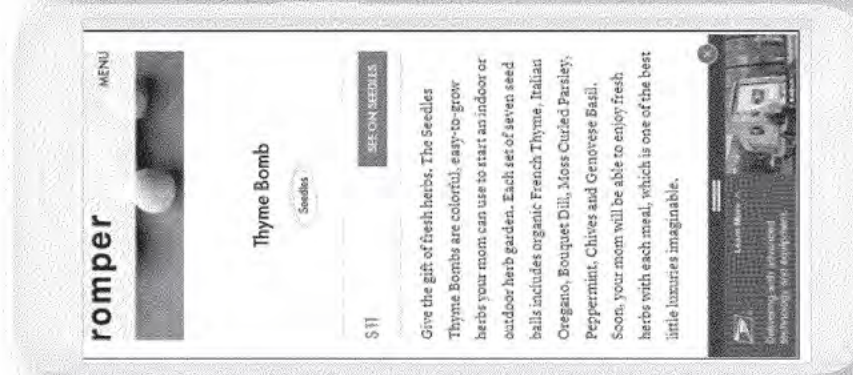
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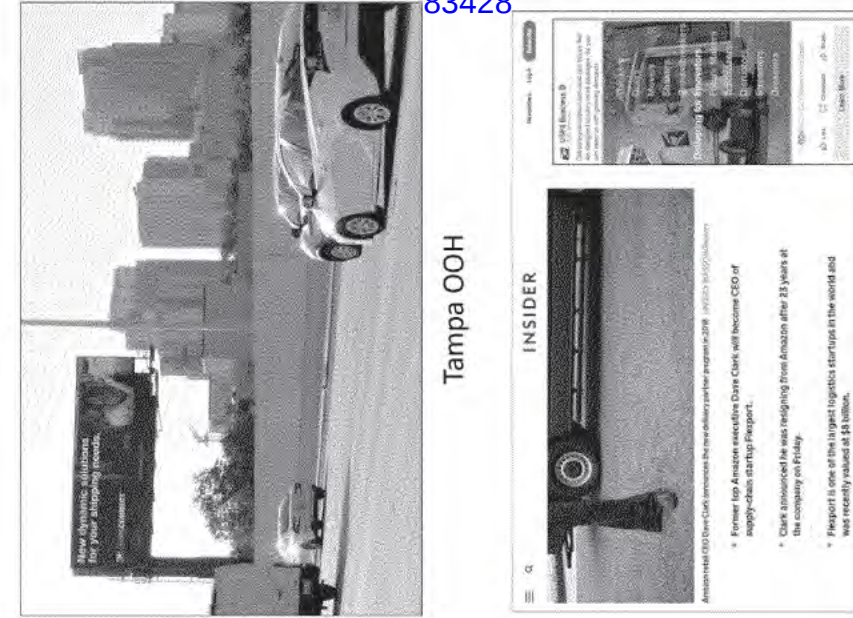
HIGH IMPACT PLACEMENTS DRIVING STRONG RESULTS FOR BOTH DFA AND CONNECT LOCAL



Ogury CPLPH



Kargo CPLPH



Tampa OOH

Social Boost (Contextual)

CPLPH:



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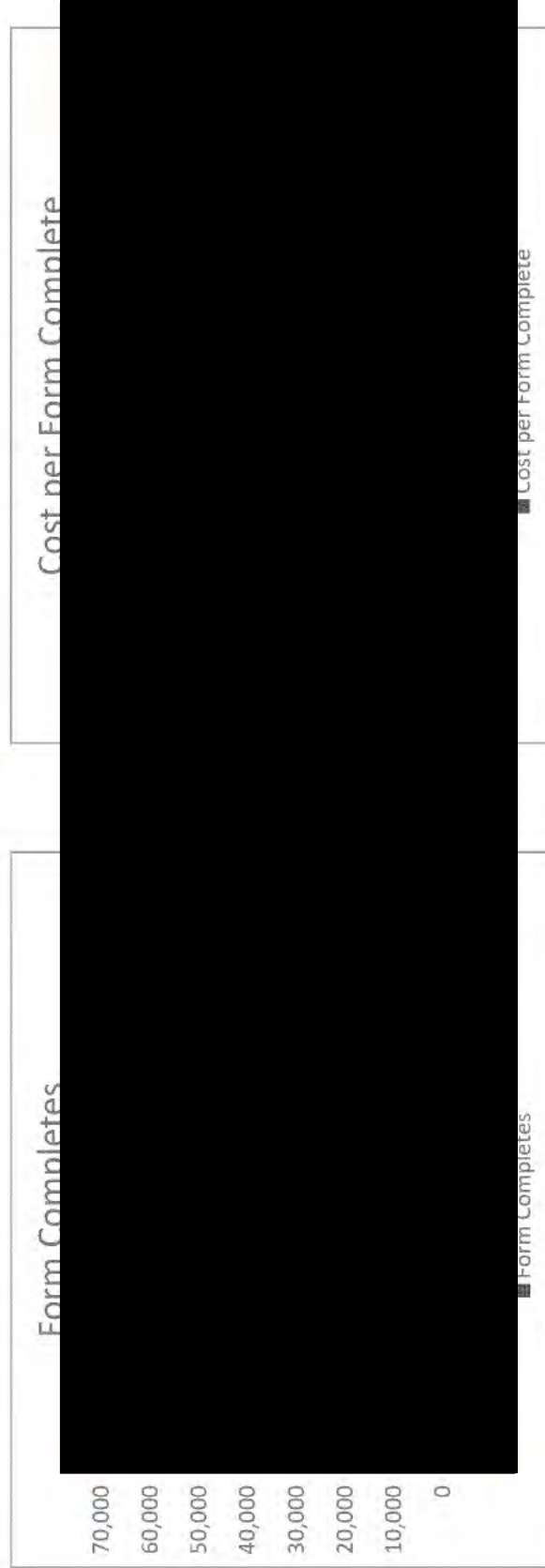
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NEW: HOLIDAY AUDIENCE ATTITUDINAL APPROACH



MEDIA IS PROJECTED TO DRIVE [REDACTED] LEADS FOR FY22

- Media has garnered [REDACTED] leads year to date (through 9/30), delivering [REDACTED] of adjusted projected leads for FY22.
- [REDACTED] continues to prove effective in achieving lead projections given fixed CPL buy model, guaranteeing leads delivery.
- [REDACTED] has seen fluctuations across campaigns for CPL deliveries in comparison to projections due to increased costs YoY, a result of market conditions and increased competition.
- Select campaigns to date did fall short of campaign projected leads, however, given efficiencies in Evergreen Search, projected to deliver in full on total FY22 adjusted projected leads.
 - Evergreen Search is seeing increased efficiencies compared to projections, currently [REDACTED] more efficient CPFCs than projected.



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MARKETING MIX MODELS REVEAL A RETURN OF [REDACTED] IN FY21 FOR EACH MEDIA DOLLAR SPENT

- [REDACTED] in media-driven revenue between FY19-FY21
- All revenue channels benefit from marketing support
- [REDACTED] approach pays out with higher ROAS vs. [REDACTED]
- Further deep-dive analyses show the revenue contribution from each medium
- Most recent results showed Holiday FY22 at [REDACTED] ROAS
- Substantiated presence in traditional media [REDACTED]
- Best practice involves launching in early November
- Certain tactical best practices mirror non-peak while others differ from peak to non-peak

At [REDACTED] of the budget, [REDACTED] delivers [REDACTED] of media-driven revenue [REDACTED]

Media-driven Revenue by Product Category - FY 2021



Impact across all revenue channels

FY21 Results:

- [REDACTED] of all Revenue is driven by Media
- [REDACTED] of Commercial
- [REDACTED] of Retail
- [REDACTED] of Digital



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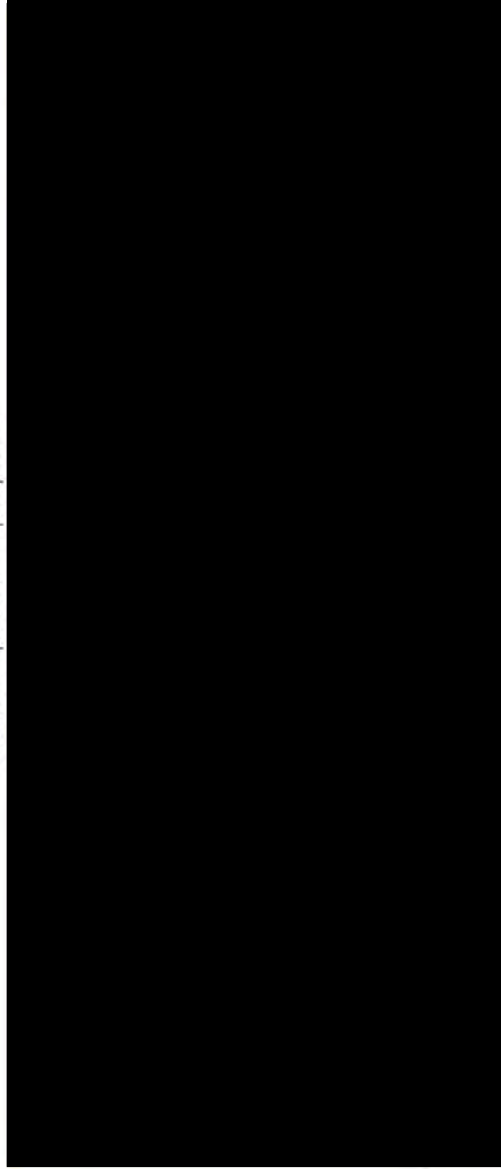
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Round 2 of BHT Marketing Mix again showed strong correlations with Media

- Contributions to certain Brand Health KPIs, between [REDACTED] were stronger than Revenue
- Optimization tools help prioritize media mix to maximize both Revenue and important Equity KPIs
 - [REDACTED] were by far the largest contributors to Consumer KPIs
 - [REDACTED] were also strong for Commercial, but joined more closely by several channels including [REDACTED]

Media Impact on Equity KPIs



Base + Media represents Top 2 Box average from BHT data Oct 2018 – Sept 2021

* Media contribution to consumer sales: 6.6%; commercial sales: 2.2%



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- **MODELING CONDUCTED A DRIVER'S ANALYSIS TO HELP SET COMMUNICATION OBJECTIVES***

- Relative importance of Equity KPIs driving to purchase (Claimed Purchase in Past 1 Month)

Commercial Shipping	Consumer Shipping
[REDACTED]	[REDACTED]

* FFM Phase 1 complete

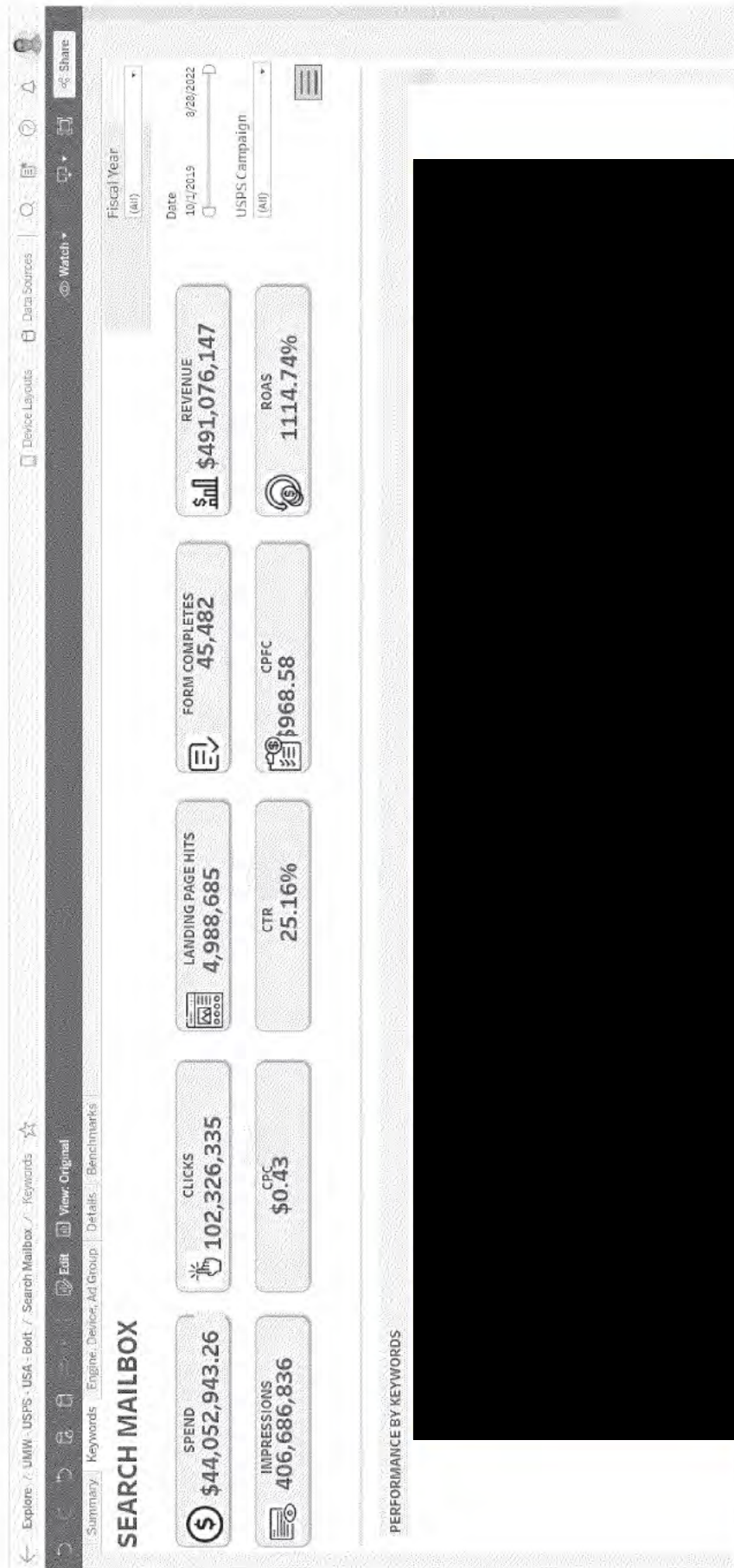


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UPDATED DASHBOARDS ARE BEING ROLLED OUT



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THOUGHT LEADERSHIP

Sept

- Cookie-Less Futureproof Livestream Series: Session #1
- Holiday eCommerce Trends & Implications

October:

- Equity Session Recap
- Fall US Ad Forecast
- IAC's Dotdash (about.com) acquires Meredith

November:

- Media Responsibility Update: Facebook Client Forum

January:

- CES Virtual Sessions
- Gaming
- Top 5 Innovations of 2021
- Future of Talent & Recruitment

March:

- Our Now and Next Audience

May

- Texas HB20 Social Media legislation
- Roe v Wade Legislation impact

July

- Impact of data collection on brand trust
- Elon Musk and Twitter
- Netflix ad deal with Microsoft

August

- Twitter whistleblower



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SAVINGS



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IN COST SAVINGS

FY22 BELOW MARKET INFLATION GENERATED

- FY22 rate of change beat the industry by [REDACTED]

- Broadcast TV: [REDACTED]
- Cable TV: [REDACTED]
- Hispanic TV: [REDACTED]
- **Total:** [REDACTED]

**FY23 COST SAVINGS
STILL TO BE CALCULATED**

FY22 Oct - Sept	MAGNA	Market	Dif	Net Budget	% Spend	Estimated Savings
Broadcast	[REDACTED]					
Cable						
Hispanic						
Total						

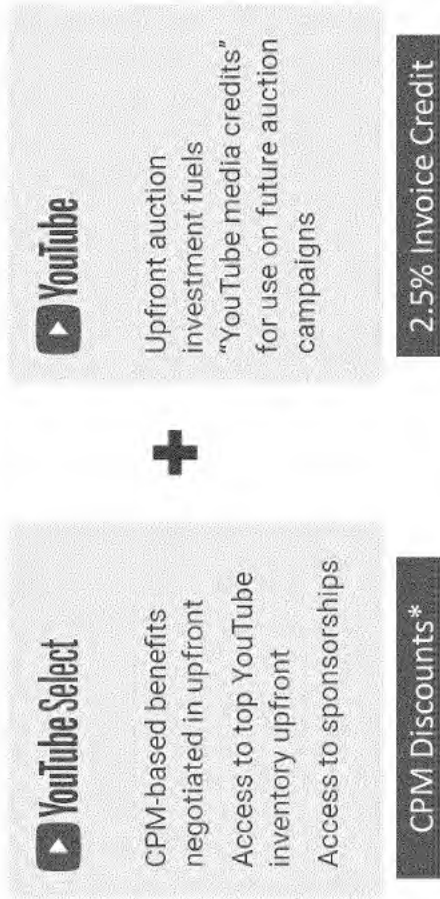
Source: MAGNA Intelligence

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MAGNA Negotiation example: One YouTube Deal

- Registering YouTube Select (reserved) and TrueView (auction) dollars upfront and activating via DV360 unlocks several benefits for USPS



Key Benefits to USPS

- Auction credits can be used as savings or reinvested
- Consolidating Select & TrueView via DV360 and MTK enables:
 - Better reach/frequency control for more efficient performance
 - As well as better brand safety and suitability control

Future Opportunity:

- We currently activate non-Google CTV via TTD but Hulu within DV360 is a consideration for FY'23

USPS DV360 Investment in 21/22

- Total YouTube = [REDACTED]
- Select = [REDACTED]
- TrueView = [REDACTED]

TrueView Invoice Credits Earned to Date	TrueView Invoice Credits Hitting Commitment	Estimated Select CPM Discount Savings
[REDACTED]	[REDACTED]	[REDACTED]



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CPM discounts is TBD based on investment
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Orion Savings example: Roku OneView

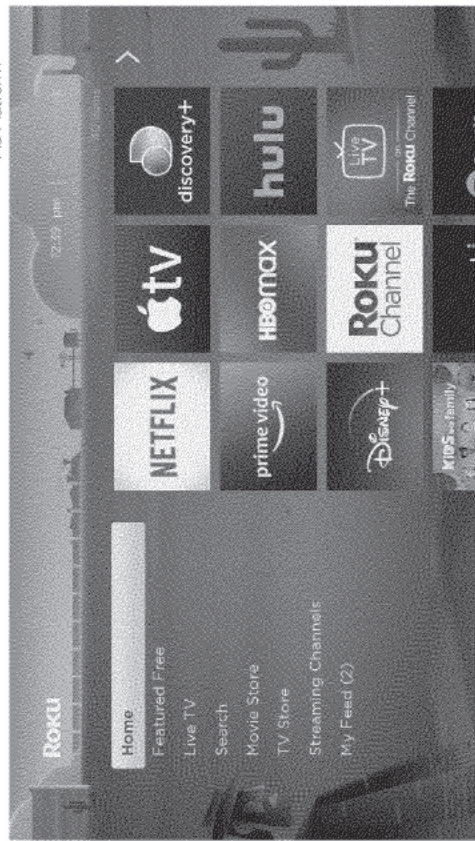
- USPS was first IPG client to leverage Roku's OneView platform deal with Orion.

Benefits of OneView as a Platform

- Access Roku's immense first party data set (Roku ID)
- Reach 4 out of 5 homes in the U.S. inclusive of the most cord cutters of any platform
- Ability to conquest competitors and extend linear TV reach

Orion Benefits

- 3% Savings on Roku OneView Investment (net media)



Activation in FY'22 (21/22)

- Campaigns = Holiday & DFA/Connect
- Total OneView Investment = [REDACTED] (thru 9/7)

Roku OneView
estimated savings [REDACTED]



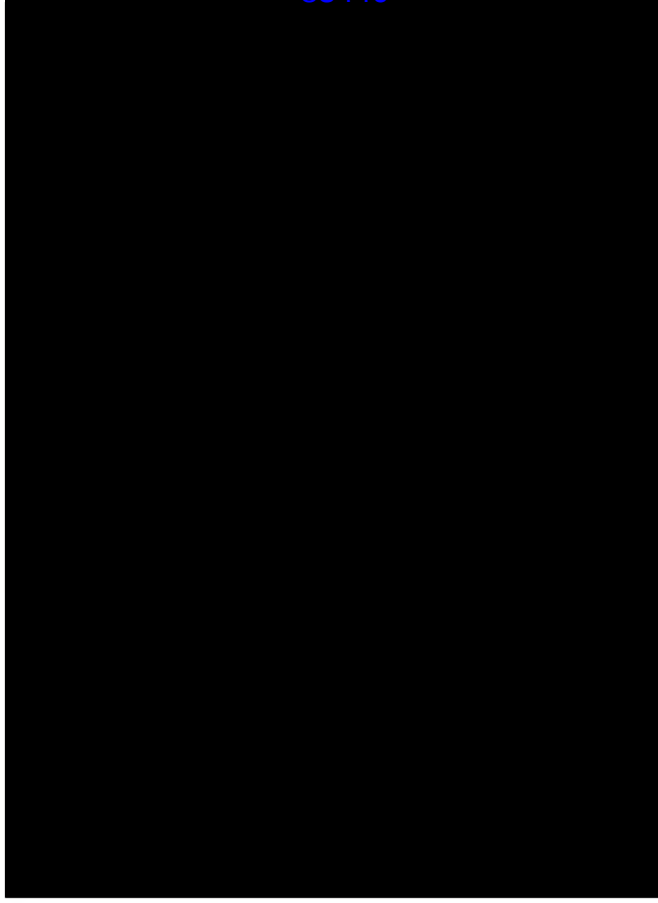
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PROJECTED FY22 ORION SAVINGS

- Orion Capital operates by investing with media owners to create leverage that delivers client savings on select media
 - USPS has opted into Orion through a Specialty Services Agreement
 - This allows UM to tap into Orion when they have better rates through these deals without a change in plans or inventory
 - Savings are delivered back to USPS as a percentage of participating billings, after reconciliation
- As Orion partnerships have grown, so has USPS cash back



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DEAR SANTA: THE SERIES

- A derivative work sold to ABC Local
- 6 stand-alone episodes for Holiday FY23
- ABC owned-stations and then Hulu
- Studio worked with Orion to gain full funding:
Estimated valued: [REDACTED]



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